

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, October 28, 2015

860.429.2740

5:00 pm

Minutes

Present: Toni Moran, Riley Hasson, Shawn Kornegay, Kristin Schwab, and Cara Workman

Guest: Robert Jordan

Staff: Kathleen Paterson

1. Call to order

Chair Toni Moran called the meeting to order at 5:00 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from March 25, 2015; April 22, 2015; June 24, 2015; August 26, 2015; and September 30, 2015

Shawn Kornegay moved to approve the five sets of Minutes as presented.

Cara Workman seconded the motion.

The Minutes were approved unanimously.

4. Approve 2016 Schedule of meetings

Ms. Moran suggested adjusting the April meeting date so that it does not occur during Passover. The group concurred.

Kristin Schwab moved to approve the schedule as amended.

Ms. Kornegay seconded the motion.

The 2016 meeting schedule was approved unanimously.

5. Update on Town Square use and draft policies

Ms. Moran explained that the draft ordinances and policies were presented to the Town Council, who formed an ad hoc committee to review the drafts. She said that the ad hoc committee had met once and will send the dog ordinance and alcohol ordinance to the Town Council in November with the goal of setting a public hearing date. Ms. Moran said she expects the review of the draft ordinances and policies regarding the sidewalks and Town Square to take longer for the committee to review and discuss. She said members of the ad hoc committee have expressed concerns with protecting free speech on the Town Square and that the Partnership drafted the ordinances and policies.

6. Update on work by ATION team

Kathleen Paterson said she will be attending the team's midterm presentation on October 29. She explained that she and Cynthia van Zelm had seen some early footage, and it looked like the students were off to a good start.

Ms. Kornegay commented that her friend, who was one of the actors, said that she was impressed with the job the students did with the filming.

Robert Jordan asked how the Partnership intended to use the video.

Ms. Paterson responded that the video would be used on the Partnership website and social media channels, could be used in presentations, and could be used when the Partnership staffs information tables. She added that part of the team's assignment is to create a plan with ways to use the video.

Ms. Workman recalled that the Committee had originally asked for shorter segments highlighting different topics such as dining, arts, etc.

Ms. Moran agreed and said that she thought the shorter segments are an important part of the project.

Mr. Jordan noted that shorter segments are easier for media outlets to use. He said that short videos with big visual elements are the most effective.

Ms. Moran asked Ms. Paterson to remind the ATION team that the Committee wants the shorter segments.

Ms. Paterson said she will do so. She noted that there is a balance between ATION working with the Partnership, their client, and also fulfilling the academic requirements of the course.

7. Review of Mansfield Pup Crawl

Ms. Workman reported that the event was well-attended with 20 dogs. She complimented Dr. Todd Friedland on his engaging presentation and noted that she learned a lot from him.

Ms. Paterson said that about half of the registrants were from Mansfield and half were from out of town. She noted one couple and one individual each came from Massachusetts for the walk.

Mr. Jordan recommended using such events to create a database of contacts.

Ms. Moran questioned whether the event was worth the time and effort to produce.

Ms. Workman and Ms. Paterson both agreed it was well worth the effort.

Ms. Workman commented that the event is not difficult to organize.

Ms. Paterson added that several attendees requested another walk in the spring.

Ms. Workman expressed concern with outdoor events in the spring vis a vis unpredictable weather.

Ms. Schwab suggested holding the event in late May or early June when the weather is more temperate. She added that it might be good to partner with the Town's Parks Advisory Committee on the event.

Ms. Moran asked Ms. Workman and Ms. Paterson to work on a Pup Crawl in the spring.

8. Review of Storrs Center Stroll

Ms. Paterson reported that the UConn Alumni Association held a wonderful event. She said there were at least 600 people in attendance. Attendees were asked to register for the free event, but it was not required.

9. Review of Trick-or-Treating in Downtown Storrs

Ms. Paterson said the event went very well. There were over 375 trick-or-treaters, a performance by the E. O. Smith Drum Line, a visit by the UConn Dairy Bar Ice Cream Truck, and a surprise performance by the Mansfield Academy of Dance.

Mr. Jordan suggested putting in place a process to evaluate events.

10. Update on Winter Welcome

Ms. Paterson explained that she and Betsy Paterson had met to begin planning Winter Welcome. She recalled that the Committee had indicated they would like to expand the event, so she and Ms. B. Paterson are working on adding activities.

Ms. Workman suggested contacting the UConn Co-op to see if it would be possible to promote the event at the CT Children's Book Fair in November.

Ms. Moran suggested promoting the event at the performance by Chris Thile at the Jorgensen Center for the Performing Arts.

11. Other

Ms. Schwab suggested that the Committee review and possibly revise the Partnership Communication Plan.

Ms. Moran agreed and supported Mr. Jordan's suggestion of devising a way to evaluate the effectiveness of events.

12. Adjourn

The meeting adjourned at 6:55 PM.

Minutes prepared by Kathleen M. Paterson